

EC'd Yes Last Received: 09/06/2012 11:41 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 184
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //184
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: ROMNEY FOR PRESIDENT, INC. SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$94,400
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 6A-7A | AM NEWS | :30 | \$1,500.00 | 09/07-09/07 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: AM NEWS | | | | | | | | |
| | 2 | M | 6A-7A | AM NEWS | :30 | \$1,500.00 | 09/10-09/10 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: AM NEWS | | | | | | | | |
| | 3 | F | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 09/07-09/07 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 4 | M | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 09/10-09/10 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 5 | F | 9A-10A | TODAY SHOW 2 | :30 | \$500.00 | 09/07-09/07 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: TODAY SHOW 2 | | | | | | | | |
| | 6 | M | 9A-10A | TODAY SHOW 2 | :30 | \$500.00 | 09/10-09/10 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: TODAY SHOW 2 | | | | | | | | |
| | 7 | F | 10A-11A | TODAY SHOW 3 | :30 | \$400.00 | 09/07-09/07 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: TODAY SHOW 3 | | | | | | | | |
| | 8 | M | 10A-11A | TODAY SHOW 3 | :30 | \$400.00 | 09/10-09/10 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: TODAY SHOW 3 | | | | | | | | |

| | | | | | |
|------------|---------|------|---|--------|-----|
| Rep Order# | 6849961 | Ver# | 1 | Status | New |
| EC'd | Yes | | | | |

Traffic Order#

Printed: 09/06/2012 3:01 PM
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3 of 6

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|----|----|-----|---|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 20 | M | 6P-630P Buyline Comment: 6PM NEWS | | :30 | \$1,800.00 | 09/10-09/10 | 2 | 1 | 2 | \$3,600.00 | |
| | 21 | F | 630P-7P Buyline Comment: NBC NIGHTLY NEWS | | :30 | \$2,500.00 | 09/07-09/07 | 2 | 1 | 2 | \$5,000.00 | |
| | 22 | M | 630P-7P Buyline Comment: NBC NIGHTLY NEWS | | :30 | \$2,500.00 | 09/10-09/10 | 2 | 1 | 2 | \$5,000.00 | |
| | 23 | F | 7P-730P Buyline Comment: ENTERTAINMENT TONIGHT | | :30 | \$600.00 | 09/07-09/07 | 2 | 1 | 2 | \$1,200.00 | |
| | 24 | M | 7P-730P Buyline Comment: ENTERTAINMENT TONIGHT | | :30 | \$600.00 | 09/10-09/10 | 2 | 1 | 2 | \$1,200.00 | |
| | 25 | F | 730P-8P Buyline Comment: THE INSIDER | | :30 | \$600.00 | 09/07-09/07 | 2 | 1 | 2 | \$1,200.00 | |
| | 26 | M | 730P-8P Buyline Comment: ACCESS HOLLYWOOD | | :30 | \$600.00 | 09/10-09/10 | 2 | 1 | 2 | \$1,200.00 | |
| | 27 | F | 11P-1135P Buyline Comment: LATE NEWS | | :30 | \$1,800.00 | 09/07-09/07 | 2 | 1 | 2 | \$3,600.00 | |
| | 28 | M | 11P-1135P Buyline Comment: LATE NEWS | | :30 | \$1,800.00 | 09/10-09/10 | 2 | 1 | 2 | \$3,600.00 | |
| | 29 | F | 1135P-1235A Buyline Comment: THE TONIGHT SHOW | | :30 | \$300.00 | 09/07-09/07 | 2 | 1 | 2 | \$600.00 | |
| | 30 | M | 1135P-1235A Buyline Comment: THE TONIGHT SHOW | | :30 | \$300.00 | 09/10-09/10 | 2 | 1 | 2 | \$600.00 | |

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|----|----|-----|----------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 31 | F | 5A-6A | EARLY AM NEWS | :30 | \$500.00 | 09/07-09/07 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: EARLY AM NEWS | | | | | | | | |
| | 32 | M | 5A-6A | EARLY AM NEWS | :30 | \$500.00 | 09/10-09/10 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: EARLY AM NEWS | | | | | | | | |
| | 33 | SA | 6A-7A | SATURDAY EARLY AM NEWS | :30 | \$400.00 | 09/08-09/08 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: SATURDAY EARLY AM NEWS | | | | | | | | |
| | 34 | SA | 7A-8A | SATURDAY AM NEWS | :30 | \$800.00 | 09/08-09/08 | 2 | 1 | 2 | \$1,600.00 | |
| | | | | Buyline Comment: SATURDAY AM NEWS | | | | | | | | |
| | 35 | SA | 8A-10A | SATURDAY TODAY SHOW | :30 | \$1,200.00 | 09/08-09/08 | 2 | 1 | 2 | \$2,400.00 | |
| | | | | Buyline Comment: SATURDAY TODAY SHOW | | | | | | | | |
| | 36 | SA | 6P-630P | SATURDAY 6PM NEWS | :30 | \$500.00 | 09/08-09/08 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: SATURDAY 6PM NEWS | | | | | | | | |
| | 37 | SA | 10P-11P | LAW & ORDER | :30 | \$600.00 | 09/08-09/08 | 2 | 1 | 2 | \$1,200.00 | |
| | | | | Buyline Comment: LAW & ORDER | | | | | | | | |
| | 38 | SA | 1130P-1A | SATURDAY NIGHT LIVE | :30 | \$600.00 | 09/08-09/08 | 2 | 1 | 2 | \$1,200.00 | |
| | | | | Buyline Comment: SATURDAY NIGHT LIVE | | | | | | | | |
| | 39 | SU | 6A-7A | SUNDAY EARLY AM NEWS | :30 | \$400.00 | 09/09-09/09 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: SUNDAY EARLY AM NEWS | | | | | | | | |
| | 40 | SU | 7A-8A | SUNDAY AM NEWS | :30 | \$800.00 | 09/09-09/09 | 2 | 1 | 2 | \$1,600.00 | |
| | | | | Buyline Comment: SUNDAY AM NEWS | | | | | | | | |
| | 41 | SU | 8A-9A | SUNDAY TODAY SHOW | :30 | \$1,200.00 | 09/09-09/09 | 2 | 1 | 2 | \$2,400.00 | |
| | | | | Buyline Comment: SUNDAY TODAY SHOW | | | | | | | | |

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| | 42 | SU | 9A-10A | MEET THE PRESS | :30 | \$1,200.00 | 09/09-09/09 | 1 | 1 | 1 | \$1,200.00 | |
| Buyline Comment: MEET THE PRESS | | | | | | | | | | | | |
| | 43 | SU | 6P-7P | SUNDAY 6PM NEWS | :30 | \$500.00 | 09/09-09/09 | 2 | 1 | 2 | \$1,000.00 | |
| Buyline Comment: SUNDAY 6PM NEWS | | | | | | | | | | | | |
| | 44 | SU | 815P-1130P | SUNDAY NIGHT FOOTBALL | :30 | \$6,000.00 | 09/09-09/09 | 2 | 1 | 2 | \$12,000.00 | |
| Buyline Comment: SUNDAY NIGHT FOOTBALL | | | | | | | | | | | | |
| | 45 | SU | 1130P-12A | SUNDAY LATE NEWS | :30 | \$1,800.00 | 09/09-09/09 | 2 | 1 | 2 | \$3,600.00 | |
| Buyline Comment: SUNDAY LATE NEWS | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 89 / \$94,400.00

---SALES MONTHLY TOTALS---

Sep 12: 89 / \$94,400.00
Sales Totals: 89 / \$94,400.00
Station Totals: 89 / \$94,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$178,113 | CATV 0% | WAVY 53% | WGNT 0% | WPXV 0% | WTKR 22% |
| | | WTVZ 0% | WVBT 7% | WVEC 18% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE